Web Improvement Project Phase 2
Faculty Managers update June 2015

Summary

The web improvement project is currently focussed on two key areas:

- Continuing the faculties and schools development work
- Exploring approaches for subjects and programmes

Faculties and schools (F&S)

Workshops were run for each faculty during May and June 2015. As a results of these workshops a number of areas are now being further explored. We are preparing to undertake some testing to support the development of a straw person structure of future faculties and schools.

The following table lists the areas (also known as epics) which will be assessed with groups across all faculties and schools. Please note there are no current priorities within this list. Prioritisation of what will be implemented will be based on the evidence for improvements and its associated benefits.

Epic	Description	Progress
Embed external media	Explore the potential to enhance the web channels capability to support embedding external media.	Invited nominated people to add their requirements to this shared doc for embedding external media
Display images	Improve offerings for displaying images and associated text across the web channel.	Invited nominated people to add their requirements to this shared doc for displaying images
Improve staff profiles	Look for areas for improvement across staff profiles on the web.	Review of current state has commenced. Survey has been circulated with a good response rate so far of 286. 121 academic, 108 general staff, and 57 post graduate students.
Improve quality of analytics	Make better use of analytics. Making data available to the web team, and page owners. Strengthen the quality of the data.	Current analytics for F&S have been circulated. Once the F&S structure has been finalised further work will commence on reviewing potential improvements in this area.
Strengthen association with other sites	Activity that strengthens associations with other web sites which may have related information to that of Victoria.	To do
Offer services online	Explore the delivery of more services online, appealing to user preferences and to reduce resources-intensive face-to-face delivery.	To do
Increase interaction with content	Investigate how we could encourage our website users to interact more with our content.	To do
Search smarter	Seek opportunities to improve search capabilities across the web channel.	To do
Standardise newsletter technology	Review whether the technologies used to publish newsletters could be standardised.	To do

Promote events	How the publishing of events across the web channel could be improved.	To do
Publish news	How the publishing of news items across the site could be improved.	To do
Share page information - user and metrics	Explore how university staff responsible for sites and pages can access information about the user and their needs for each web page.	To do

Courses, Subjects and Programmes (CSP)

A revised structure for CSP on the web has been proposed to the CSP reference group. This suggests a consolidation of subjects into topics.

Topic > Subject > Programme > Course

Topics/subjects

This is the primary focus area within CSP currently. The introduction of the term topic allows the number of subjects to be consolidated down from the 120+ subjects which currently exist. The proposed structure of this page introduces more focus on areas such as careers. The page purpose and audience will be central to its development.

Prospective students were invited to group 40 subjects into categories to give us a view of their understanding of these terms. The response rate was lower than expected and the activity has now been closed. Based on the findings and ongoing discussions, an initial structure has been put together for testing. Testing will commence over the next week or so with consultation from parties across the university. Please note this initial structure will allow us to get feedback from testing so we can develop this further. This is not expected to be the final result.

A draft topic page was shared with the CSP reference group in June. The structure of this page is now being designed and will be shared at the reference group in due course for feedback.

Programmes

The programme page development has commenced and will continue to be worked on over the coming weeks. Initial feedback will go to the CSP reference group.

Courses

Courses are currently being addressed by the Course Information Project (CIP). It is currently assumed no requirements for courses will be addressed by WIPII.

Analytics

Faculty and school level analytics have recently been circulated. Initial assessment suggests that staff profile pages and pages within the remit of CSP are a high proportion of the top 20 pages on each school site.